**Proposal Outline**

Scope of Work

To create an analysis of customer cohorts and their value according to the metrics outlined below. Metrics will be compared or trended by product tier of a customer’s first purchase event indexed by the year and month of that event.

*Metrics*

* Cohort Lifetime Value (LTV) – total sales for that cohort after their first purchase event.
* Cohort Value Over Time – total sales over time for that cohort.
* Churn – % of cohort members lost over time. A customer will be considered lost if they have a cancellation date with no subsequent purchases following the cancelation.

*Comparisons*/*Trends*

* Compare the LTV of customers whose first purchase was a subscription vs a one-time purchase.
* Compare month-over-month LTV and Churn by cohort. Additionally, compare differences in results where cohort membership is defined by the first purchase event of any kind vs the customer’s first subscription event.

*Output*

An interactive Power BI report. Simple, one-to-two-page report summarizing above metrics, allowing the report viewer to filter either to specific time periods or product tiers.

Estimate of Effort

* Cleanse data – identify equivalent columns across platform outputs, harmonize types, identify inconsistencies and data quality issues.
* Identify customer cohorts – Flag first purchase/subscription events and assign a product tier. Tiers will be assigned based on the product price. May consider categorizing based on range of product price (ex < 5, 5 – 10, etc).
* Summarize metrics by customer cohort.
* Create final report.

The scope is open to negotiation and can be adjusted to remove anything seen as non-essential. I estimate the proposed outline to take about 60 hours to complete.

Compensation

My contract rate is $50/hour.